

Small Biz

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NJ SBeAP PROGRESS on NATIONAL EPA's SMALL BUSINESS ASSISTANCE GRANT

New Jersey has an aggressive outreach and marketing plan for its Small Business Environmental Assistance Program (SBeAP). SBeAP is comprised of three components: the Compliance Advisory Panel (CAP), the Small Business/Clean Air Ombudsman's Office (SBO) and the Small Business Assistance Program (SBAP).

The outreach and marketing plan is being accomplished in a five-step approach:

Step 1. Creation of collateral and promotional SBeAP materials using visual, audio, and printed media.

This material is being used to educate both internal and external marketing partners and is being distributed to the regulated community.

SBeAP contracted with New Jersey Network (NJN) to develop audio public service announcements (PSA), a seven-minute video describing the services of SBeAP and a logo for the program. The PSA has been distributed to radio, cable and television stations throughout New Jersey. The logo is now being used on all program materials. Look for the new logo in this edition!

In addition, SBeAP is distributing pens, brochures, coffee cups, and magnets imprinted with the new logo and toll-free hotline number at outreach events.

Step 2. Education of the New Jersey Department of Environmental Protection (NJDEP) and the New Jersey Commerce and Economic Growth Commission's (NJCEGC) staff about SBeAP resources and services. These agencies are referred to as internal marketing partners.

The SBAP and SBO continuously work to educate the various state government offices, especially with their respective agencies by speaking at staff meetings, handing out informational brochures and distributing the SBeAP video.

Step 3. Education of external public, private, and not-for-profit agencies about SBeAP resources and services. These agencies are referred to as external marketing partners.

SBeAP has been involved in numerous events designed to reach the small business world. These events have included the South Jersey Chamber of Commerce Business Expo, various civic and business group events. SBeAP is working with the NJ Small Business Development Center to provide training in health and safety for auto body shops workers.

Step 4. Outreach to the small business community regarding SBeAP services and resources.

SBeAP has spoken at various trade and business association meetings. SBeAP is placing ads in various trade/business newsletters, etc. to increase program awareness. On September 21, 2001 the SBeAP will be hosting the Small Business Environmental & Financial Assistance Conference at the Ramada National Convention Center in East Windsor, New Jersey. This conference will focus on how small businesses can obtain help on environmental and energy projects and discover ways to finance these endeavors.

Step 5. Collection of empirical data to measure the Program's performance.

SBeAP is keeping track of the number of requests for services since the marketing program was implemented.

Over the next year, SBeAP will continue to implement the various activities prescribed in the grant. Hopefully, you will see or hear the public service announcements/ads about SBeAP.

For more information about the SBeAP grant or to have a program speaker or display at your event, contact toll-free the SBO at (800) 643-6090 or SBAP at (877) 753-1151.

Bob Santo, Co-Chair of the CAP, Passes Away

On January 17, 2001, Robert "Bob" Santo died at home. Bob was 56, he leaves a wife, three daughters, a stepson and three grandchildren.

Bob was an original member appointed to the Compliance Advisory Panel (CAP) by Senate President Donald DiFrancesco. From 1999 until his death, Bob served as co-chairperson of the CAP. Bob was a very active member and had attended the last two small business national conferences representing the CAP.

Bob was also very active in his community serving on many local committees. He owned Westwood Cleaners in Westfield for more than 30 years and he was very active in dry cleaning industry associations.

Bob served in the Marine Corps during the Vietnam War. He was a graduate of Seton Hall University and attended Rutgers University School of Law.

Bob's smile, enthusiasm for life and personality will be greatly missed by all that knew him.

Silver and Gold Track Program - Update

By Jennifer Noblejas

It has been over one year since NJDEP first introduced its Silver and Gold Track Program. Since that time, the Silver Track tier of the program has received numerous applications following the publication of the Silver Track Guidance Document on September 1999. In May 2000, the Silver Track II Solicitation of Interest (SOI) Document was published, thus implementing the Silver Track II tier of the program. The highest tier of the program, Gold Track, is not yet available but will be offered on a pilot basis to no more than ten facilities. To facilitate the need for federal regulatory flexibility, the Department has obtained Project XL status from USEPA for the Gold Track tier.

The baseline tier of the program, Silver Track has ten facilities in the program: Naval Air Engineering Station, ITT Avionics, NJ Air National Guard the 177th, Ocean Co. LF, PG&E-Carneys Point, PG&E-Logan, N. Brunswick Plating, Tilcon-Oxford Quarry, Tilcon-Millington Quarry, and Stepan Company. In all three levels, incentives and

commitments between the participants and the Department will be embodied in agreements called covenants, signed by the Commissioner of the NJDEP and a high ranking official of the participating entity. The incentives contained in the covenant include: recognition, single point of contact, expedited permit processing, research project flexibility, permit application assistance and consolidated reporting.

Silver Track II has six participants in the program: Naval Air Engineering Station, Lockheed Martin and four Johnson & Johnson facilities. The incentives and commitments are the same as Silver Track but include an additional commitment to reduce greenhouse gas emissions by 3.5% below 1990 levels by the year 2005. In return for their commitments, facilities would be exempt from Air Quality Regulation preconstruction permitting requirements for new or modified equipment with emissions below de minimus thresholds established specifically for Silver II.

The Gold Track tier will be implemented as a pilot program concurrently with a multimedia rulemaking effort. It will require the greatest level of commitment in return for the highest level of flexibility. In order to offer this flexibility, state and federal rulemaking will be required. It is anticipated to be completed by the end of 2001.

Some of the proposed incentives, in addition to those offered in Silver and Silver II, include a facility-wide emission cap, a greater exemption from Air Quality Regulation preconstruction permitting requirements, an increase to 180 days from 90 days for hazardous waste accumulation, and some reductions in water discharge monitoring frequency.

If you would like more information regarding this program, or a copy of the Guidance Document and Solicitation of Interest Document please contact The Office of Pollution Prevention and Permit Coordination at (609) 777-0518 or visit our web site at <http://www.state.nj.us/dep/opppc/>.

EPA WEB SITE PROMOTES COMPLIANCE ASSISTANCE INFORMATION SHARING

The U.S. Environmental Protection Agency recently announced the availability of a new, innovative web site, the National Compliance Assistance Clearinghouse. This site provides instantaneous access to the information everyone needs to comply and exceed environmental regulations. For the first time ever, EPA, the states and other key stakeholders are joining forces to implement this clearinghouse by linking to numerous web sites and providing direct access to essential compliance assistance materials across all programs and sectors.

The National Compliance Assistance Clearinghouse contains many cutting-edge features that solicit interaction and participation from the user community. Besides providing quick access to compliance assistance information and links to experts across the country, the clearinghouse allows users to easily add links from their own web sites, tell EPA about their compliance assistance needs, and rate the usefulness of the information provided. In addition, clearinghouse users can find out what compliance assistance activities are being developed by others, share their own planned activities and communicate with other assistance providers on a real-time basis. Users can select the information they need from this site and apply it seamlessly to their own web sites.

Initially, the Clearinghouse will focus on providing links to EPA and state web sites. EPA will continue to expand the content of the clearinghouse by adding information from industry sources, private organizations, and other assistance providers after the opening.

"Those who use this clearinghouse will be able to quickly locate compliance assistance tools and information that is housed on various web sites," Steven A. Herman, former assistant administrator of EPA's Office of Enforcement and Compliance Assurance, said. "It is an important tool for those who provide compliance assistance and for those in industry or the public at large who need help in meeting environmental requirements."

The program responds to requests from state and other compliance assistance providers for EPA to create a national network to help them find

information quickly and allow them to communicate with each other effectively.

The clearinghouse is a result of former Administrator Browner's initiative to expand the agency's efforts to help the compliance assistance providers, industries, businesses and individuals meet their environmental compliance responsibilities.

The clearinghouse is located on the Internet at **www.epa.gov/clearinghouse**. Copies of the clearinghouse brochure will be available through the National Service Clearinghouse of Environmental Publications at 1-800-490-9198. *For more information about the clearinghouse, please call (202) 564-7071.*

Did You Hear About the Program Changes?

Lauren Moore, who served as the small business ombudsman, has been promoted to Manager of the Office of Business Advocate within the New Jersey Commerce and Economic Growth Commission. Chuck McCarty, the former manager of the Small Business Assistance Program (SBAP), has replaced Mr. Moore as ombudsman.

The new SBAP representative will be Ky Asral, a senior environmental engineer. Please welcome Ky to the small business world.

Funding for Pollution Prevention Initiatives

By Lisa Drake

The New Jersey Commerce and Economic Growth Commission wants to help small businesses with funding for pollution prevention. Through the Office of Sustainable Business (OSB), the commission invites New Jersey businesses to apply for capital through the Sustainable Development Loan Fund.

The Sustainable Development Loan Fund offers loans of up to \$250,000 with below-market interest rates and flexible repayment plans. A loan can be used to implement a pollution prevention project or a resource conservation initiative that requires a capital investment such as an equipment purchase, a process change, a material substitution or similar action. OSB believes that pollution prevention is not only good for the environment, but can also help companies gain a competitive

advantage through reduced raw material, treatment, liability and disposal costs.

The applicant must provide a minimum 15% equity of the cost of the project for which the funding will be used and provide documentation of credit worthiness and collateral necessary to secure the loan. The application procedure is simple and generally takes about 60-90 days once the application is submitted. The OSB also provides technical assistance in securing additional state and federal financing.

To obtain an application or inquire about the Sustainable Development Loan Fund, please contact OSB staff Lisa Drake or Rob Young at (609) 633-3674 or e-mail to ceedrak@commerce.state.nj.us

Did you know that fluorescent light bulbs are dangerous???

By Charles Yanucil

Did you know that fluorescent light bulbs contain the element mercury? Mercury is a highly toxic metal that accumulates in living tissue. The accumulation of mercury in the environment and the food chain is a serious environmental and health hazard. While the amount of mercury in one bulb is relatively small, millions of bulbs are discarded in New Jersey by businesses and government each year, possibly making these bulbs the largest source of mercury pollution in our state.

Although these bulbs are energy-efficient and an excellent way to save money on electric bills, they do present special disposal considerations. Here are some simple steps to take to manage your used bulbs:

- Never break or crush the bulbs mercury evaporates quickly and is just as hazardous in its gaseous form.
- Place and seal the bulbs in packaging that is equivalent to that used to ship new bulbs.
- Label the package – “universal waste - lamp(s)”.
- Store the bulbs in an area with a sign - “Universal Waste-Lamp(s)”.
- Bring the used bulbs to your local recycling center or ship them through a lamp recycler.

Should you have any questions regarding the proper handling and recycling of hazardous waste lamps or the nearest disposal facility, please feel free to contact Robin Heston, Bureau of Landfill & Recycling Management at (609) 984-6650 or by E-mail at rheston@dep.state.

EPA Compliance Assistance Centers

Printers National Environmental Assistance Center

(888) USPNEAC (877-6322)
<http://www.pneac.org>

National Metal Finishing Resource

(800) AT-NMFRC (286-6372)
<http://www.nmfrc.org>

National Agriculture Compliance Assistance Center

(888) 663-2155
<http://www.epa.gov/oeca/ag>

ChemAlliance

(800) 672-6048
<http://www.chemalliance.org>

Transportation Environmental Resource Center

(888) 459-0656
<http://www.transource.org>

Paint and Coatings Resource Center

<http://www.paintcenter.org>

Local Government Environmental Assistance Network

(877) TO-LGEAN (877) 865-4326
<http://www.lgean.org>

Printed Wiring Board Resource Center

<http://www.pwbrc.org>

CCAR-GreenLink (Automotive)

(888) GRN-LINK (476-5465)
<http://www.ccar-greenlink.org>

National Compliance Assistance Clearinghouse

www.epa.gov/clearinghouse

Other Important Links

EPA Small Business Gateway
<http://www.epa.gov/smallbusiness>

EPA Small Business Ombudsman
<http://www.epa.gov/sbo>

EPA Small Business Assistance Program
<http://www.epa.gov/ttn/sbap>

NJ Small Business Development Centers
<http://www.state.nj.us/commerce/swmb/sbdc.htm>

NJ Small Business Ombudsman
<http://www.state.nj.us/commerce/caasbo.htm>

NJ Small Business Assistance Program
<http://www.state.nj.us/dep/opppc/sbap.htm>

NJ Technical Assistance Program
<http://www.njit.edu/njtap/index.htm>

Solvent Alternatives Guide (SAGE)
<http://www.clean.rti.org>

Coating Alternatives Guide (CAGE)
<http://www.cage.rti.org>

US Small Business Administration- NJ Office
<http://www.sba.gov/regions/state/nj>

EPA Region II
<http://www.epa.gov/region2>

Environmental Compliance Assistance Center
<http://www.hazmat.frcc.ccoes.edu/homepage.htm>

EPA Home Page
<http://www.epa.gov>

DEP Home Page
<http://www.state.nj.us/dep>

NJ Chemical Industry Project Compliance Assistance Materials
<http://www.state.nj.us/dep/enforcement/home.htm>

NJ Business Resource Center
<http://www.njbrc.com>

Confidential Contacts

401 East State Street, 3rd Floor
P.O. Box 423
Trenton, NJ 08625-0423



NEW JERSEY SMALL BUSINESS
ENVIRONMENTAL ASSISTANCE PROGRAM

For more information or suggestions, please feel
free to contact:

Ombudsman's Office

Chuck McCarty, Ombudsman
Office of Business Advocate
NJ Commerce & Economic Growth Commission
20 West State Street, P.O. Box 820
Trenton, NJ 08625-0820
Phone (800) 643-6090 or (609) 984-6922
Fax (609) 777-4097
chuck.mccarty@commerce.state.nj.us

SBAP

Ky Asral, Senior Environmental Engineer
Small Business Assistance Program
NJ Department of Environmental Protection
401 East State Street, P.O. Box 423
Trenton, NJ 08625-0423
Phone (877) 753-1151 or (609) 292-3600
Fax (609) 777-1330
kasral@dep.state.nj.us

Small Business Environmental & Financial Assistance Conference

National Conference Center at the
Ramada Inn of East Windsor

September 21, 2001
8:00 AM to 2:00 PM

It's Free

Learn about environmental programs and financial
programs that can help your small business

Register by phone toll free 877-753-1151 or
Online at www.state.nj.us/dep/opppc/sbap.htm



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confidential service call us:

Small Business Ombudsman toll
free at 800-643-6090

Or

Small Business
Assistance Program
toll free at 877-753-1151

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New Jersey Department of Environmental Protection
Small Business Assistance Program
401 East State Street
PO Box 423
Trenton, NJ 08625-0423